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NEWS

For Immediate Release
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Allstate and Local Agencies Launch Safe & Secure Communities Program with Governor Tomblin and City Officials in Morgantown

Company and Allstate Agents to Invest in Education and Local Programs to Boost Well-Being of West Virginia Residents

Morgantown, WVA July 2, 2012— Allstate Insurance Company and its agents today announced they are launching a new community initiative in the Morgantown area to help keep area families safe and secure through a number of educational programs and targeted community investments.

Known as the Allstate® Safe & Secure Communities initiative, Morgantown is only one of four communities in the country selected for this new program and was chosen because of the city's steady business growth, stable employment, and strong Allstate agency commitment to the community. Other communities selected include Tidewater, Virginia, Eugene, Oregon and Spokane, Washington.

This new community initiative kicks off today with Allstate's Safe Driving Challenge at Morgantown Mall where Governor Tomblin will discuss his recent legislation to make the roads safer for West Virginia families. During the challenge, local families will be competing against each other on a driving course. Allstate's will be hosting the Safe Driving Challenge in dozens of communities across the country and it is designed to showcase the dangers of distracted driving behaviors – including texting while driving – in a fun and interactive driving course.

"Allstate and our agents in the Morgantown area have a deep commitment to improving the quality of life in Morgantown so we're pleased to join with the city in

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this safe and secure communities initiative,” said Dave Prendergast, Field Senior Vice President for Allstate, Capital Region who oversees business operations for West Virginia. “We also greatly appreciate Governor Tomblin’s strong advocacy of safe driving legislation, such as laws restricting texting and driving, that will make the West Virginia roadways safer for everyone.”

“I appreciate Allstate joining my efforts to keep West Virginia families safe,” Gov. Tomblin said. “Earlier this year, I signed into law the new hands-free driving law that is in effect. A driver’s quick look at a cellphone text message while behind the wheel is a life-threatening behavior. Don’t let your last words be a text.”

“Morgantown’s ability to attract strong corporate partnerships like Allstate to invest in our community symbolizes our city’s continued success,” said Terrence Moore, City Manager for Morgantown. “Strong public-private partnerships are critical to healthy and vibrant cities and these partnerships help to cultivate stable communities where families want to live, to work and raise their children.”

In addition to kicking off the initiative with today’s Safe Driving Challenge, Allstate plans to work with local Allstate agencies, city officials, West Virginia University, local non-profit organizations and local residents on many safety issues including roadway and highway safety, motorcycle and ATV safety, family and home safety and security and financial security. Throughout the year, Allstate and city officials will be working together on a number of community initiatives, events and education seminars throughout the year that will focus on safety issues.

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